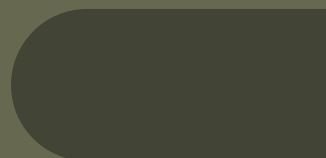


Worksheets

Better LinkedIn Campaign Planning

Return to growth 2021



What is your marketing objective?



Awareness

Tell more people about your products, services, or organization through Brand Awareness ad campaigns. Maximize your brand's share of voice through impressions. This objective is at the top of the marketing funnel, which helps build awareness.



Consideration

Encourage people to take action and learn more about your business.



Conversions

Capture leads from LinkedIn and drive actions important to you on your website.

Key metrics by ad format and objective

	 Brand Awareness	 Website Visits	 Engagement	 Video Views	 Lead Generation	 Website Conversions
Objectives	“I want more people to learn about my business.”	“I want more people to visit a website, on or off LinkedIn.”	“I want more people to engage with my content posts.”	“I want more people to watch my videos.”	“I want more quality leads from LinkedIn.”	“I want more purchases, sign-ups, or downloads.”
Single Image Ads	<ul style="list-style-type: none"> • # of impressions • Click-through rate 	<ul style="list-style-type: none"> • # of clicks to landing page • Click-through rate 	<ul style="list-style-type: none"> • # of clicks to landing page or engagement (likes, comments, shares, or follow) • Engagement rate 		<ul style="list-style-type: none"> • # of leads • Lead form completion rate 	<ul style="list-style-type: none"> • # of conversions • Conversion rate
Carousel Image Ads	<ul style="list-style-type: none"> • # of impressions • Click-through rate 	<ul style="list-style-type: none"> • # of clicks to landing page • Click-through rate 	<ul style="list-style-type: none"> • # of clicks to landing page • Engagement rate 		<ul style="list-style-type: none"> • # of leads • Lead form completion rate 	<ul style="list-style-type: none"> • # of conversions • Conversion rate
Video Ads	<ul style="list-style-type: none"> • # of impressions • Video view rate 	<ul style="list-style-type: none"> • # of clicks to landing page • Click-through rate 	<ul style="list-style-type: none"> • # of video views • Engagement rate 	<ul style="list-style-type: none"> • # of video views • Video completion rate 	<ul style="list-style-type: none"> • # of leads • Lead form completion rate 	<ul style="list-style-type: none"> • # of conversions • Conversion rate
Conversation Ads	<ul style="list-style-type: none"> • # of sends • Open rate 	<ul style="list-style-type: none"> • # of clicks to landing page • Click to open rate (CTR) 			<ul style="list-style-type: none"> • # of leads • Lead form completion rate 	<ul style="list-style-type: none"> • # of conversions • Conversion rate
Message Ads	<ul style="list-style-type: none"> • # of sends • Open rate 	<ul style="list-style-type: none"> • # of clicks to landing page • Click to open rate (CTR) 			<ul style="list-style-type: none"> • # of leads • Lead form completion rate 	<ul style="list-style-type: none"> • # of conversions • Conversion rate
Follower Ads			<ul style="list-style-type: none"> • # of followers acquired • Click-through rate 			
Spotlight Ads	<ul style="list-style-type: none"> • # of impressions • Click-through rate 	<ul style="list-style-type: none"> • # of clicks to landing page • Click-through rate 				<ul style="list-style-type: none"> • # of conversions • Conversion rate
Content Ads					<ul style="list-style-type: none"> • # of leads • Lead form completion rate 	
Text Ads	<ul style="list-style-type: none"> • # of impressions • Click-through rate 	<ul style="list-style-type: none"> • # of clicks to landing page • Click-through rate 				<ul style="list-style-type: none"> • # of conversions • Conversion rate

Sponsored Content

Single Image Ads

Promote your message directly in the LinkedIn feed. Single Image Ads can be targeted to a specific audience across desktop and mobile.

Resources:

[How to Create a LinkedIn Single Image Ad Campaign](#) →

[Single Image Ads Best Practices](#) →

[Single Image Ads FAQs](#) →

[To see all specs, visit the LinkedIn Ads Guide](#) →



Headline

Recommended: 70 characters

Maximum: 200 characters

Introductory text

Recommended: 150 characters to avoid truncation

Maximum: 600 characters

Destination URL

This will automatically convert to a shortened LinkedIn URL

Design recommendations

File type: JPG or PNG

File size: 5 MB

Image ratio:

1.91:1 (horizontal, desktop and mobile)

1:1 (square, desktop and mobile)

1:1.91 (vertical, mobile only)

Plan your Single Image Ads

	Ad name	Audience	Ad image	Intro text	Headline	Destination URL
	(Member will not see this)					
Example	2021 Marketing A1	AU Marketing Function	MarketingA1-v01.png	Learn to grow your business online. Sign up today for our free virtual workshop.	Watch the “Grow your business” workshop.	https://fixdex.com/workshop
Creative 1						
Creative 2						
Creative 3						
Creative 4						
Creative 5						

Tips

- Works best with 3-4 Sponsored Content variations live at once.
- Don't forget to refresh your content every 2-4 weeks.



[Use the online version of this spreadsheet](#) →

Sponsored Content

Carousel Ads

Tell an interactive story with a swipe-able series of cards in the LinkedIn feed. You can customize the content and landing URL for each card.

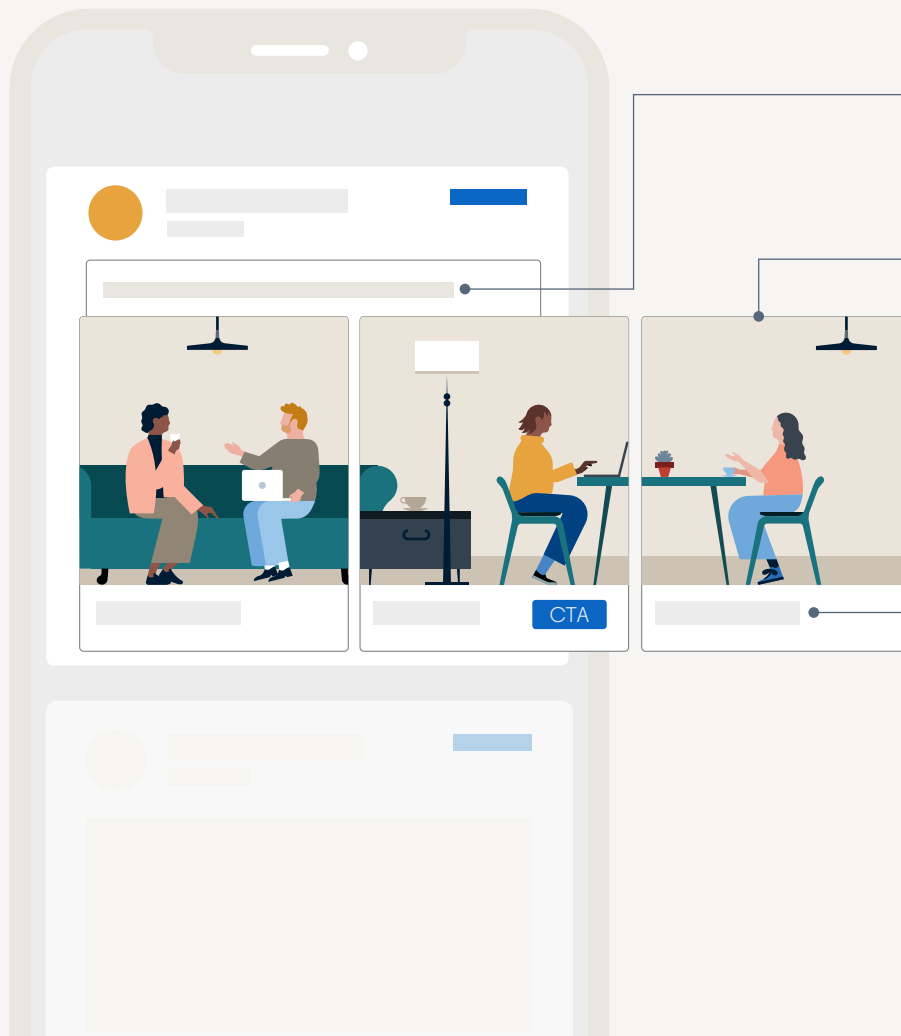
Resources:

[How to Create a LinkedIn Carousel Ad Campaign](#) →

[Carousel Ads Best Practices](#) →

[Carousel Ads FAQs](#) →

[To see all specs, visit the LinkedIn Ads Guide](#) →



Introductory text

Maximum: 255 characters

Design recommendations

Minimum of 2 cards, no more than 10 cards.

File type: JPG or PNG

Ratio: 1:1 (1080 x 1080 pixels minimum)

Headline

Up to 45 characters when directing to a landing page

Up to 30 characters for Lead Gen Form CTA

Each card can link to different landing pages, or if you select the Lead Gen Form option:

- You can use CTA buttons if you add Lead Gen Forms
- All cards will link to the same Lead Gen Form

Plan your Carousel Ads

	Ad Name <small>(Member will not see this)</small>	Intro text	Landing page	Card 1	Landing page	Card 2	Destination URL
Example	2020 Marketing A1	Learn to grow your business online. Sign up today for our free February 1 virtual workshop.	https://fixdex.com/workshop		https://fixdex.com/workshop		https://fixdex.com/workshop

Creative 1

Creative 2

Creative 3

Creative 4

Creative 5

Tip

Landing page: Use homepage URL for all cards (if applicable)



[Use the online version of this spreadsheet →](#)

Sponsored Content

Video Ads

Captivate a professional audience with sight, sound and motion in the LinkedIn feed.

Resources:

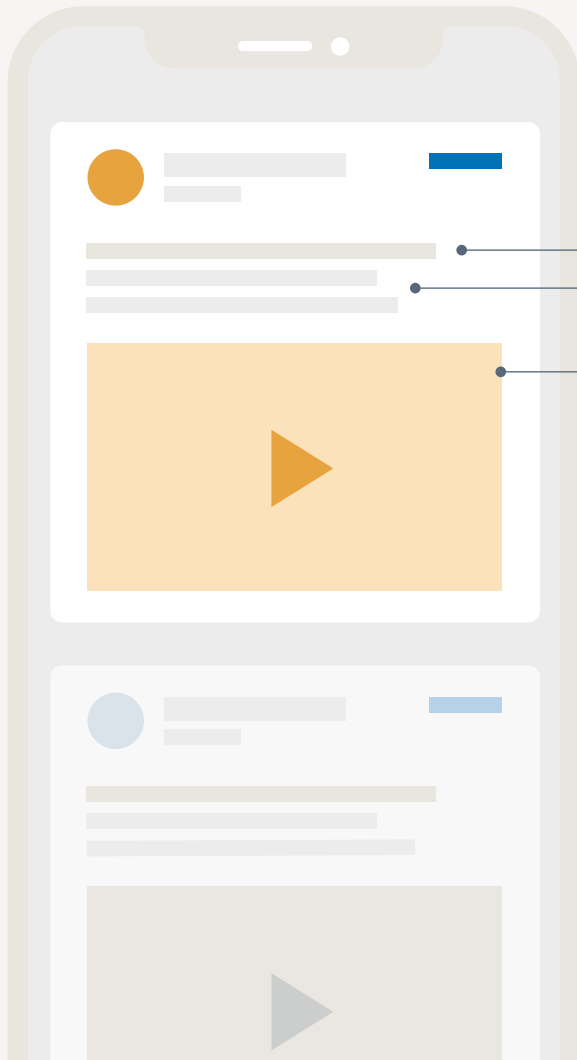
[How to Create a LinkedIn Video Ad Campaign](#) →

[Video Ads Best Practices](#) →

[Video Ads Troubleshooting](#) →

[Video Ads Reporting](#) →

[To see all specs, visit the LinkedIn Ads Guide](#) →



Headline

Maximum: 70 characters

Introductory text

Maximum: 150 characters

Video

File type	MP4
Audio format	AAC or MPEG4, less than 64 kHz
Recommended frame rate	30 frames per second
Custom thumbnail	Optional but recommended
Ratio	16:9 (landscape) 1:1 (square) 9:16 (vertical)
File size	75 KB - 200 MB
Limit	On video uploads in Campaign Manager: up to 25 videos every 24 hours

Plan your Video Ads

	Ad name <small>(Member will not see this)</small>	Intro text	Headline	Destination URL	Preset call-to-action
Example	2020 Marketing A1	Learn to grow your business online. Sign up today for our free February 1 virtual workshop.	Learn to grow your business online. Sign up today.	https://fixdex.com/workshop	Learn more
Creative 1					
Creative 2					
Creative 3					
Creative 4					
Creative 5					



[Use the online version of this spreadsheet](#) →

Sponsored Messaging

Conversation Ads

Engage your prospects in LinkedIn Messaging, where professional conversations happen.

Resources:

[How to Create a Conversation Ads Campaign](#) →

[Sending Requests for Sender Permissions for Conversation Ads](#) →

[To see all specs, visit the LinkedIn Ads Guide](#) →

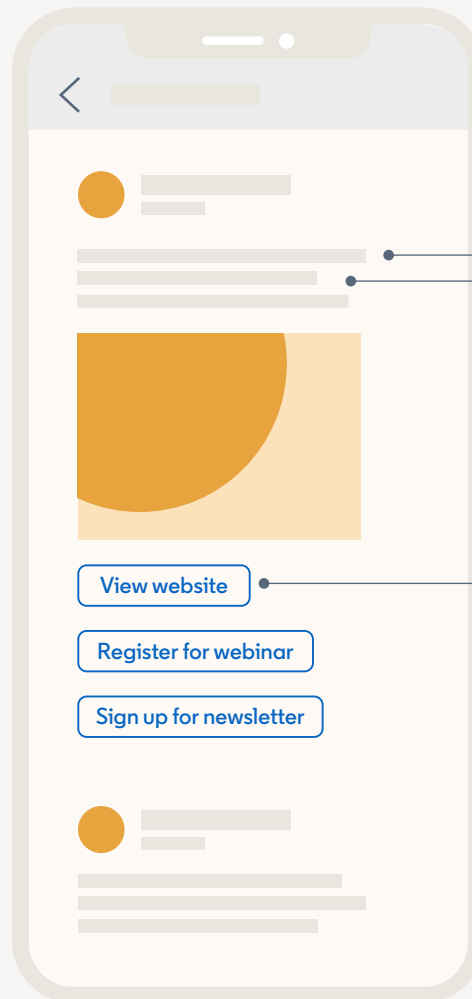


(Optional) Banner image

File type: JPG or PNG

Image size: 300 x 250 pixels

File size: 2MB maximum



Message subject

The first sentence of your message text will automatically appear as the subject.

Maximum: 60 characters

Message text

Maximum: 1,500 characters

Call-to-action buttons

Maximum: 20 characters

Up to 5 CTA buttons per message

Plan your Conversation Ads

Sender's full name

Sender's LinkedIn profile page
or LinkedIn Page of company

Opening message

CTA buttons

Message layer 2

CTA buttons

Message layer 3

CTA buttons

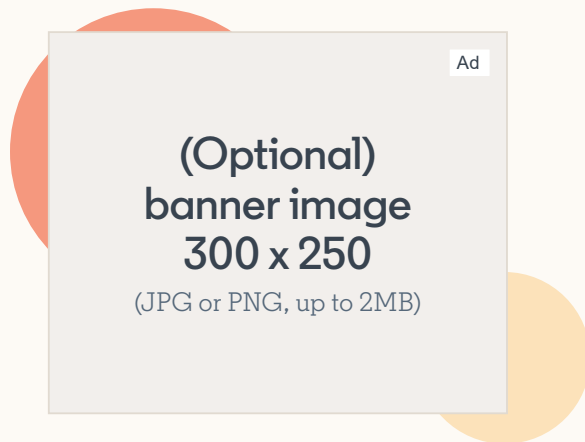
Banner image URL

Opening message tips

- There's no subject line for Conversation Ads. Like any other LinkedIn message, the first sentence will appear as the subject. Make your first sentence count — our audience will see this in their LinkedIn Messaging.
- As the individual sender, use the opening message to introduce yourself and let members know why you're reaching out. Consider including your name, title, and the company you represent.

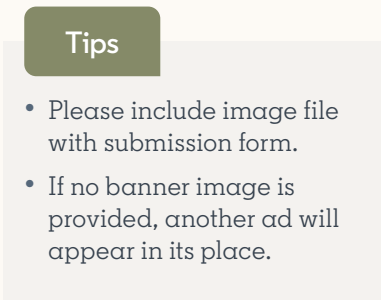
Call-to-actions tips

- **Use multiple messages and buttons.** Your conversation should have 2 to 5 layers: each layer consisting of message text and at least 2 CTA buttons as optional replies to the question in your message. For instance, if your goal is to drive content downloads, share two pieces of content that your audience can choose from.
- **Don't include "Not Interested" or "No Thanks" CTAs** — especially in the first layer of your conversation. (Prospects who aren't interested will close the ad.) Instead, use CTAs that help continue the conversation.
- **Ask your email marketing team for ideas and to understand what works best for them.** Use their top performing email copy as inspiration for your Conversation Ad.
- **Get creative.** Conversation Ads can be used in a variety of ways. Don't be afraid to experiment.



Ad

**(Optional)
banner image
300 x 250**
(JPG or PNG, up to 2MB)



Tips

- Please include image file with submission form.
- If no banner image is provided, another ad will appear in its place.

 [Use the online version of this spreadsheet](#) →

Banner image (optional)

Banner image URL

LinkedIn profile URL

Test recipient 1

Test recipient 2

Test recipient 3

Test recipient 4

Test recipient 5

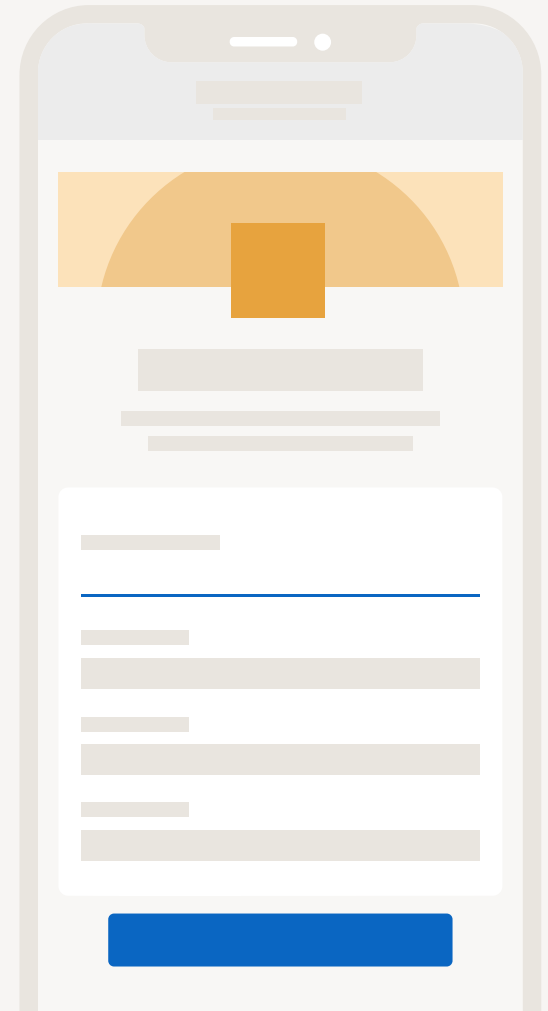


Use the online version of this spreadsheet →

Tips

You can leverage Conversation Ads to convert your audience if you select “Lead Generation” as your objective.

When creating the ad, “select” or “create” a Lead Gen Form, then follow the prompts. Refer to the section on [Lead Gen Forms](#) for more details.



Sponsored Messaging

Message Ads

Send direct messages to your prospects to spark immediate action.

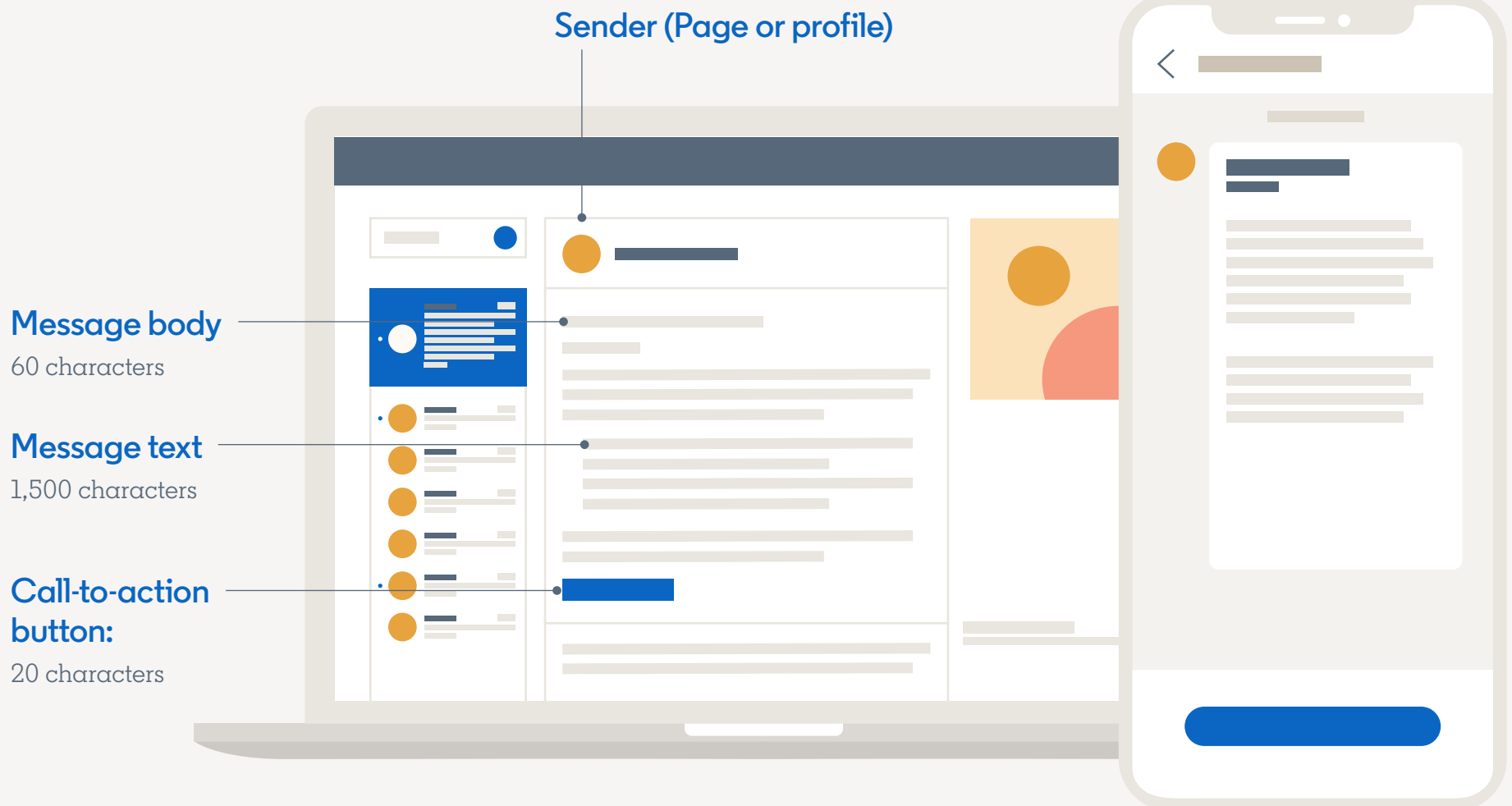
Resources:

[How to Create a Message Ad Campaign](#) →

[Message Ad Campaign Best Practices](#) →

[Sending Requests for Sender Permissions for Message Ads](#) →

[To see all specs, visit the LinkedIn Ads Guide](#) →



Plan your Message Ads

Sender's full name

Sender's LinkedIn profile URL

Subject line

Message

Message Ads tips

- Press “Alt” + “Return” together to move to the next line.
- Remember that you give value to get value. Focus your message on how the member can benefit from your product/service.
- Tailor your message to members so it's relevant to them.
- Include a clear call-to-action and align it to the context of your message.
- Keep the tone conversational and genuine.
- Include one clickable link in the message body to help yield a higher CTR on mobile.
- **New** Create a custom message by adding one or more custom fields (macros). For example, adding the “%FIRSTNAME%,” “%LASTNAME%,” “%COMPANYNAME%,” “%JOBTITLE%,” and “%INDUSTRY%” macros will dynamically insert the recipient's first name, last name, company name, job title, and industry.

Ad

(Optional)
banner image
300 x 250

(JPG or PNG, up to 2MB)

Tips

- Please include image file with submission form.
- If no banner image is provided, another ad will appear in its place.



[Use the online version of this spreadsheet](#) →

Banner image (optional)

Banner image URL

Custom disclaimer

Call-to-action

Destination URL

LinkedIn profile URL

Test recipient 1

Test recipient 2

Test recipient 3

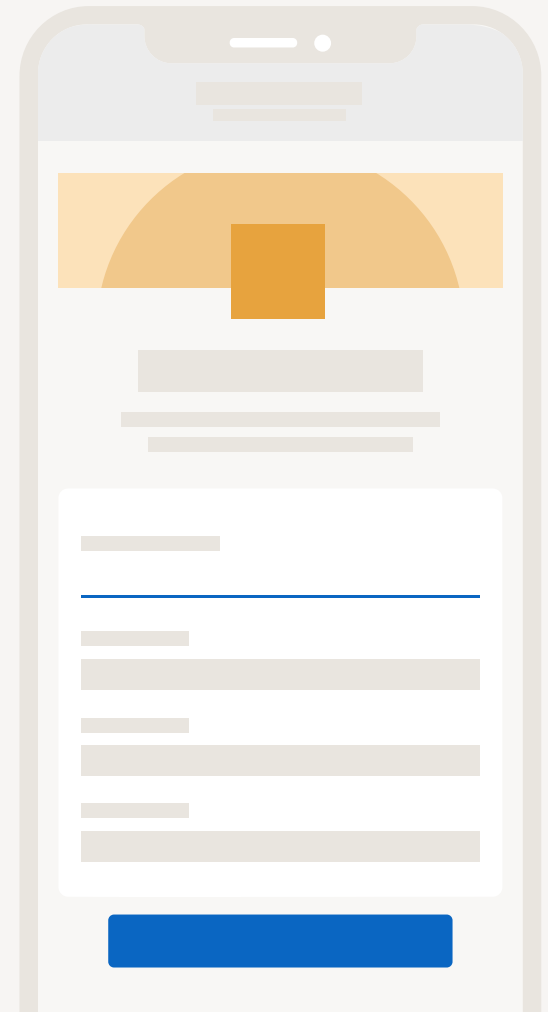
Test recipient 4

Test recipient 5

Tips

If you select “Lead Generation” as your objective, you can leverage the Conversation Ads format to convert your audience.

When creating the ad, please “select” or “create” a Lead Gen Form following the prompts on the platform. Refer to the section on [Lead Gen Forms](#) for more details.



 [Use the online version of this spreadsheet](#) →

Dynamic Ads

Follower Ads

Promote your LinkedIn Page to seamlessly acquire followers.

Resources:

[How to Create a Dynamic Ads Campaign](#) →

[To see all specs, visit the LinkedIn Ads Guide](#) →

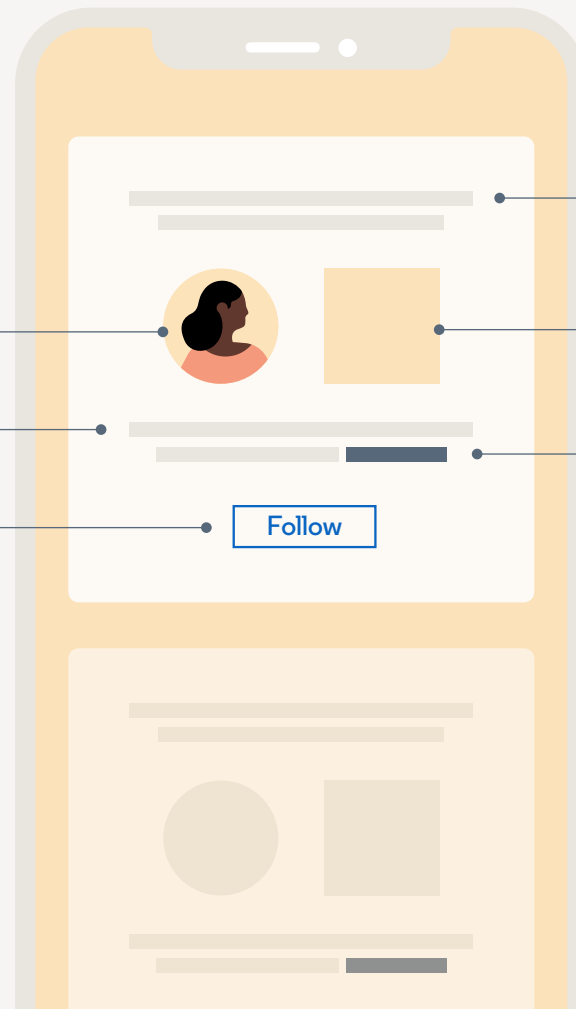
Dynamically pulled from member profile

Ad headline

Maximum: 50 characters

Call-to-action button

Non-followers will see the “Follow” CTA by default. Choose from additional pre-set CTAs for followers.



Ad description

Maximum: 70 characters

Company logo

(automatically pulled from Page)

Image size: 100 x 100 pixels min.

File type: JPG or PNG

File size: 2MB max.

Company name

Maximum: 25 characters

Plan your Follower Ads

Ad name <small>(Member will not see this)</small>	Preset ad description	Ad description <small>(above images)</small>	Ad headline <small>(below images)</small>	Company name
Example	%First name% stay informed on industry news and trends	Grow your business with insights from FixDex Communications	JANE, stay informed of industry news and trends	FixDex Communications

Dynamic Ads

Spotlight Ads

Showcase your product, service, event, content, and more. When members click on your ad, they'll instantly go to your website or landing page, where you can record actions like leads, signups, and visits using LinkedIn's free conversion tracking tool.

Resources:

[How to Create a Dynamic Ads Campaign](#) →

[To see all specs, visit the LinkedIn Ads Guide](#) →

Dynamically pulled from member profile

Ad headline

Maximum: 50 characters

Ad description

Maximum: 70 characters

Company logo

(automatically pulled from Page)

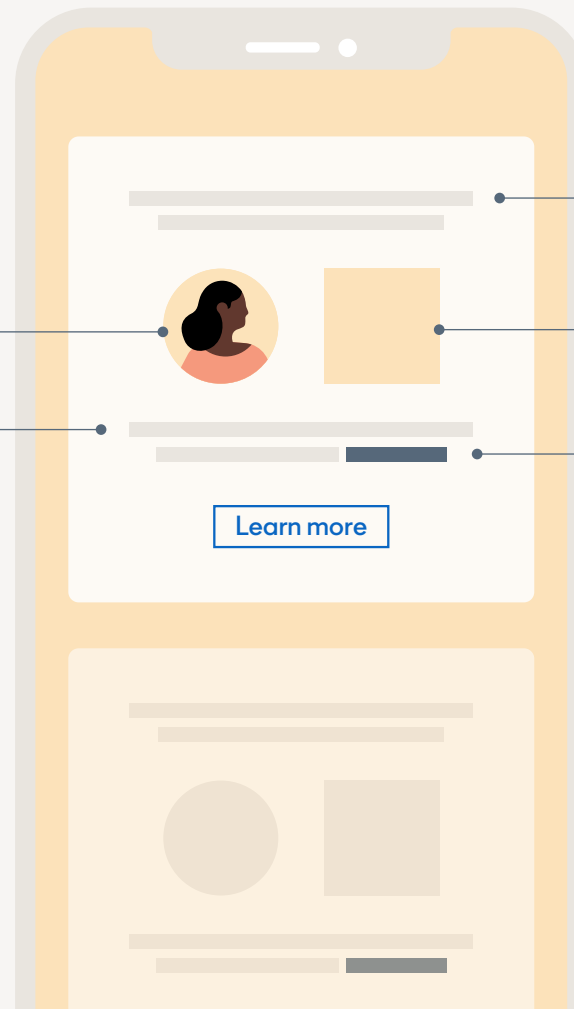
Image size: 100 x 100 pixels min.

File type: JPG or PNG

File size: 2MB max.

Company name

Maximum: 25 characters



Plan your Spotlight Ads

Ad name	Call-to-action	Destination URL	Ad description	Ad headline	Company name
(Member will not see this)			(above images)	(below images)	
Example	Learn more	https://fixdex.com/join	Grow your business with insights from FixDex Communications	JANE, stay informed of industry news and trends	FixDex Communications

 [Use the online version of this spreadsheet →](#)

Dynamic Ads

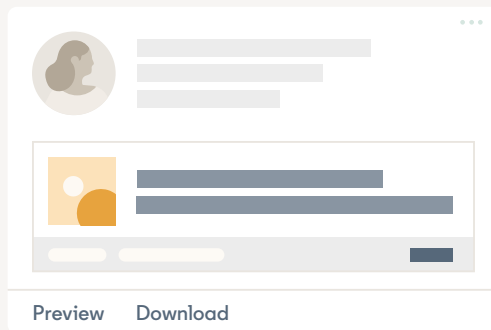
Content Ads

Resources:

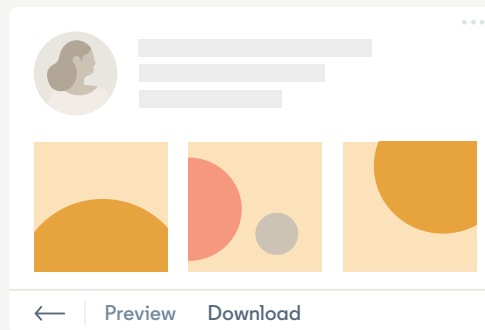
[How to Create a Dynamic Ads Campaign](#) →

The content ad format is currently available for **managed accounts only**. Please contact your account manager for more details. Content ads can generate leads or drive content download conversions within the ad unit.

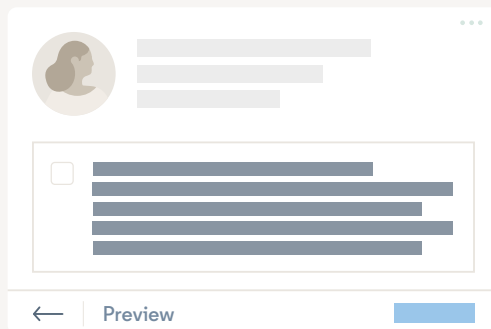
Default state



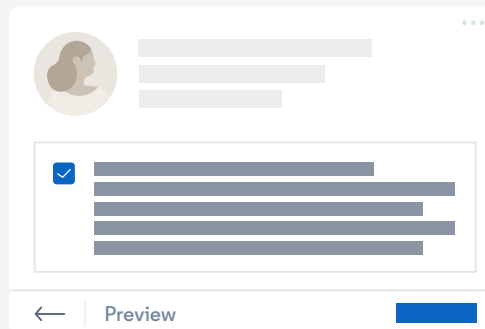
When "Preview" is clicked



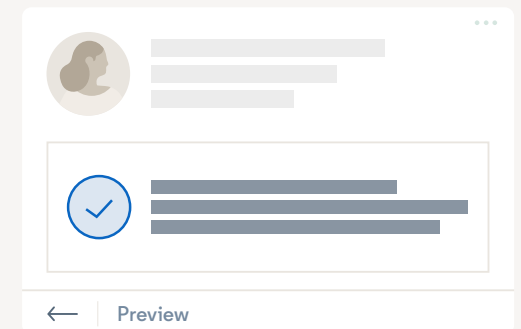
When "Download" is clicked: GDPR



GDPR consent



After "Submit" is clicked



Plan your Content Ads

Ad name <small>(Member will not see this)</small>	Document name	Downloadable document <small>(above images)</small>	Privacy policy URL	Company name
Example	50 characters max	PDF format only. 10MB max file size.	https://fixdex.com/privacy	FixDex Communications

Text Ads

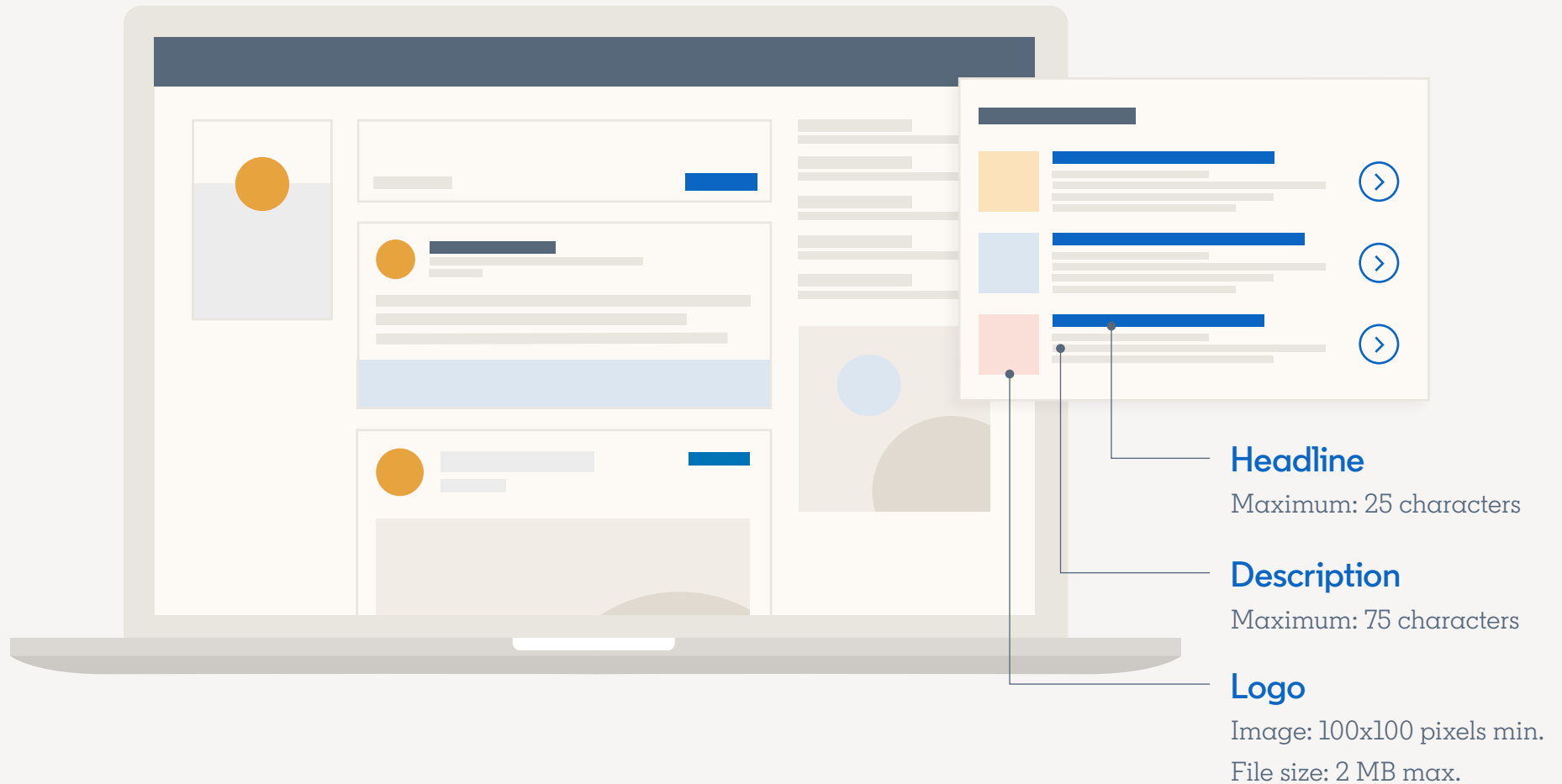
Text Ads appear in the right rail of LinkedIn. With our self-service pay per click (PPC) ad platform, setup means reaching your target audience in minutes.

Resources:

[How to Create a Text Ads Campaign](#) →

[Text Ads Best Practices](#) →

[To see all specs, visit the LinkedIn Ads Guide](#) →



Plan your Text Ads

Ad name <small>(Member will not see this)</small>	Audience	Image <small>(optional)</small>	Ad headline	Ad description	Destination URL
Example	AU IT	100 x 100 pixels min	25 characters max	75 characters max	https://fixdex.com/page

 [Use the online version of this spreadsheet →](#)

Lead Gen Forms

Available for Sponsored Messaging and Sponsored Content ads, use Lead Gen Forms to collect even more quality leads from your ads on LinkedIn with seamless, pre-filled forms.

Resources:

[How to Create a Lead Gen Forms Campaign](#) →

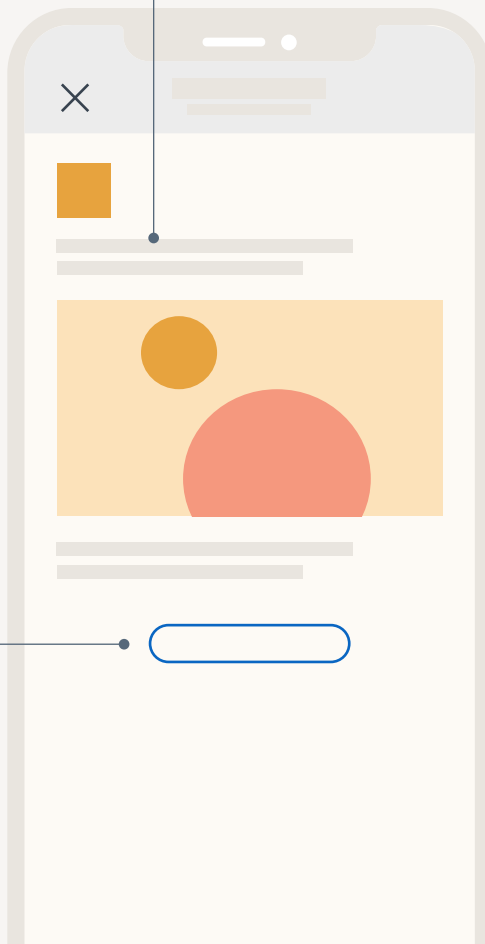
[Lead Gen Forms Best Practices](#) →

[Permissions for Lead Gen Forms](#) →

[To see all specs, visit the LinkedIn Ads Guide](#) →

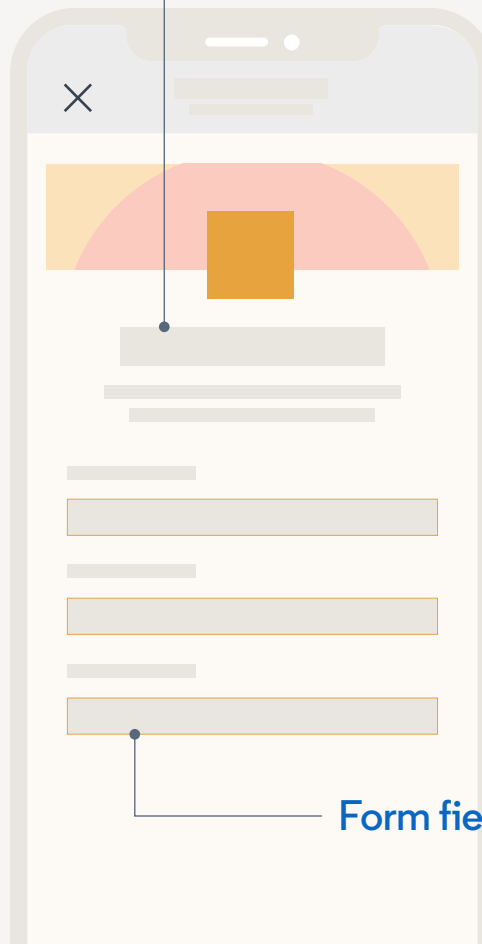
Message Ad

Lead Gen Form is attached to existing ad



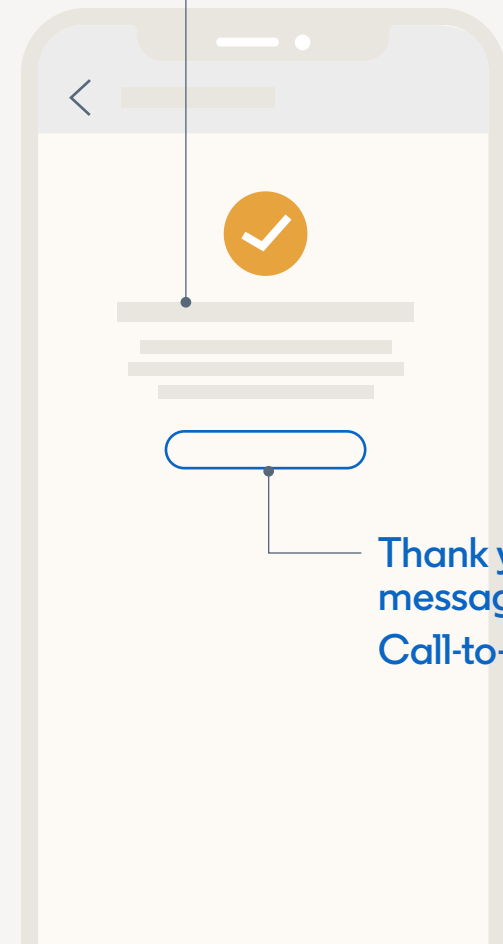
Call-to-action

Offer headline and detail



Form fields

Confirmation message



Thank you message
Call-to-action

Plan your Lead Gen Forms

Form name	Ad format	Creative name	Call-to-action	Offer headline	Offer details
(Members will not see this)	Single Image Ad, Carousel Ad, Video Ad, Message Ad, or Conversation Ad	Lead Gen Form must be assigned to a new / existing creative in the platform	Sign Up, Apply Now, Download, Get Quote, Learn More, Subscribe, Register		
Example	Single Image Ad	Single-Image-Ad-1-AU	Sign Up	60 characters max.	160 characters max.

Detailed metrics by ad format and objective

Objectives	 Brand Awareness	 Website Visits	 Engagement	 Video Views	 Lead Generation	 Website Conversions
	<p>“I want more people to learn about my business.”</p>	<p>“I want more people to visit a website destination site on or off LinkedIn.”</p>	<p>“I want more people to engage with my content posts.”</p>	<p>“I want more people to watch my videos.”</p>	<p>“I want more quality leads on LinkedIn.”</p>	<p>“I want more purchases, registrations or downloads.”</p>
Single Image Ads	<p>Key metrics:</p> <ul style="list-style-type: none"> • Number of impressions • Click-through rate 	<p>Key metrics:</p> <ul style="list-style-type: none"> • Number of clicks to landing page • Click-through rate 	<p>Key metrics:</p> <ul style="list-style-type: none"> • Number of clicks to landing page • Engagement rate 		<p>Key metrics:</p> <ul style="list-style-type: none"> • Number of leads • Lead form completion rate 	<p>Key metrics:</p> <ul style="list-style-type: none"> • Number of conversions • Conversion rate
	<p>Standard metrics:</p> <ul style="list-style-type: none"> • CPM • Frequency • Clicks • Click-through rate • Cost per click • Engagements • Engagement Rate • Reactions • Comments • Shares • Follows • Other social actions • Total social actions • Top performing content • Exposure to engagement 	<p>Standard metrics:</p> <ul style="list-style-type: none"> • Frequency • Cost per click • Engagements • Engagement Rate 	<p>Standard metrics:</p> <ul style="list-style-type: none"> • Frequency • Unique reach • Clicks • Click-through rate • Cost per click • Reactions • Comments • Shares • Follows • Other social actions • Total social actions 		<p>Standard metrics:</p> <ul style="list-style-type: none"> • Clicks • Click-through rate • Lead form opens 	<p>Standard metrics:</p> <ul style="list-style-type: none"> • Clicks • Click-through rate • Cost per click <p>Sophisticated metrics:</p> <ul style="list-style-type: none"> • Cost per conversion • Return on ad spend • Top performing content • Content marketing score • Exposure to conversion



Objectives

Brand Awareness

Website Visits

Engagement

Video Views

Lead Generation

Website Conversions

Single Image Ads

Sophisticated metrics:

- Share of voice
- Share of feed
- Audience penetration
- Ownership of topic
- Brand sentiment
- Content marketing score

Competitor metrics:

- Ad Recall Lift
- Cost per estimated ad recall lift (people)

Sophisticated metrics:

- Unique reach
- Share of voice
- Share of feed
- Audience penetration
- Top performing content
- Exposure to engagement
- Ownership of topic
- Brand sentiment
- Content marketing score

Client provided metrics:

- Page lands
- Cost per page land

Competitor metrics:

- Unique Link Clicks
- Outbound to landing page Click
- Bounce rate
- Cost per Unique Click
- Cost per Outbound Click
- Unique CTR
- Unique Outbound Click CTR
- Time spent on landing page
- Cost per Landing Page View/Session
- Event responses

Sophisticated metrics:

- Unique reach
- Share of voice
- Share of feed
- Audience penetration
- Top performing content
- Exposure to engagement
- Ownership of topic
- Brand sentiment
- Content marketing score

Competitor metrics:

- Post saves
- Effect share
- Event responses

Client provided metrics:

- Quality of lead
- Marketing qualified leads
- Sales qualified leads
- Revenue generated
- Return on investment
- Cost per qualified lead

Competitor metrics:

- Leads per demographic
- Drop off rate (open but did not submit)
- Lead score
- Lead value
- People who opened and submitted the form
- Exposure to form opens
- Exposure to form submits



Objectives

Brand Awareness

Website Visits

Engagement

Video Views

Lead Generation

Website Conversions

Carousel Ads

Key metrics:

- Number of impressions
- Click-through rate

Standard metrics:

- CPM
- Frequency
- Clicks
- Click-through rate per card
- Cost per click
- Engagements
- Engagement Rate
- Engagement rate per card
- Reactions
- Comments
- Shares
- Follows
- Other social actions
- Total social actions
- Top performing content
- Top performing card
- Average number of cards of viewed
- Exposure to engagement
- Topic Ownership
- Brand sentiment

Key metrics:

- Number of clicks to landing page
- Click-through rate

Standard metrics:

- Frequency
- Click-through rate per card
- Cost per click
- Engagements
- Engagement Rate

Sophisticated metrics:

- Unique reach
- Share of voice
- Share of feed
- Audience penetration
- Top performing content
- Exposure to engagement
- Ownership of topic
- Brand sentiment
- Content marketing score

Key metrics:

- Number of clicks to landing page
- Engagement rate

Standard metrics:

- Frequency
- Unique reach
- Clicks
- Click-through rate
- Click-through rate per card
- Cost per click
- Reactions
- Comments
- Shares
- Follows
- Other social actions
- Total social actions
- Top performing content
- Top performing card

Key metrics:

- Number of leads
- Lead form completion rate

Standard metrics:

- Clicks
- Click-through rate
- Click-through rate per card
- Lead form opens

Sophisticated metrics:

- Cost per lead
- Top performing content
- Top performing card
- Content marketing score

Key metrics:

- Number of conversions
- Conversion rate

Standard metrics:

- Clicks
- Click-through rate
- Click-through rate per card
- Cost per click

Sophisticated metrics:

- Cost per conversion
- Return on ad spend
- Top performing content
- Top performing card
- Content marketing score
- Exposure to conversion



Objectives

Brand Awareness

Website Visits

Engagement

Video Views

Lead Generation

Website Conversions

Carousel Ads

Sophisticated metrics:

- Share of voice
- Share of feed
- Audience penetration
- Ownership of topic
- Brand sentiment
- Content marketing score

Competitor metrics:

- Ad Recall Lift
- Cost per estimated ad recall lift (people)

Client provided metrics:

- Page lands
- Cost per page land
-

Competitor metrics:

- Unique Link Clicks
- Outbound to landing page Click
- Bounce rate
- Cost per Unique Click
- Cost per Outbound Click
- Unique CTR
- Unique Outbound Click CTR
- Time spent on landing page
- Cost per Landing Page View/Session
- Event responses

Sophisticated metrics:

- Unique reach
- Share of voice
- Share of feed
- Audience penetration
- Top performing content
- Exposure to engagement
- Ownership of topic
- Brand sentiment
- Content marketing score

Competitor metrics:

- Post saves
- Effect share
- Event responses

Client provided metrics:

- Quality of lead
- Marketing qualified leads
- Sales qualified leads
- Revenue generated
- Return on investment
- Cost per qualified lead

Competitor metrics:

- Leads per demographic
- Drop off rate (open but did not submit)
- Lead score
- Lead value
- People who opened and submitted the form
- Exposure to form opens
- Exposure to form submits



Objectives

Brand Awareness

Website Visits

Engagement

Video Views

Lead Generation

Website Conversions

Video Ads

Key metrics:

- Number of impressions
- Video view rate

Standard metrics:

- CPM
- Frequency
- Clicks
- Cost per click
- Click-through rate
- Engagements
- Engagement Rate
- Number of video views
- Video view rate
- eCPV
- Views @ 25%
- Views @ 50%
- Views @ 75%
- Video completions
- Video completion rate
- Full screen plays
- Plays with sound on
- Engagements
- Engagement Rate
- Reactions
- Comments
- Shares
- Follows
- Other social actions
- Total social actions

Key metrics:

- Number of clicks to landing page
- Click-through rate

Standard metrics:

- Frequency
- Cost per click
- Engagements
- Engagement Rate
- Number of video views
- Video view rate
- eCPV
- Views @ 25%
- Views @ 50%
- Views @ 75%
- Video completions
- Video completion rate
- Full screen plays
- Plays with sound on

Key metrics:

- Number of video views
- Engagement rate

Standard metrics:

- Frequency
- Cost per click
- Click-through rate
- Engagements
- Engagement Rate
- Number of video views
- Video view rate
- eCPV
- Views @ 25%
- Views @ 50%
- Views @ 75%
- Video completions
- Video completion rate
- Full screen plays
- Plays with sound on
- Engagements
- Engagement Rate
- Reactions
- Comments
- Shares
- Follows
- Other social actions
- Total social actions

Key metrics:

- Number of clicks to landing page
- Click-through rate

Standard metrics:

- Frequency
- Click-through rate
- Video view rate
- CPV
- Views @ 25%
- Views @ 50%
- Views @ 75%
- Video completions
- Full screen plays
- Plays with sound on

Key metrics:

- Number of leads
- Lead form completion rate

Standard metrics:

- Clicks
- Click-through rate
- Lead form opens
- Number of video views
- Video view rate
- eCPV
- Views @ 25%
- Views @ 50%
- Views @ 75%
- Video completions
- Video completion rate
- Full screen plays
- Plays with sound on

Key metrics:

- Number of conversions
- Conversion rate

Standard metrics:

- Clicks
- Click-through rate
- Cost per click
- Number of video views
- Video view rate
- eCPV
- Views @ 25%
- Views @ 50%
- Views @ 75%
- Video completions
- Video completion rate
- Full screen plays
- Plays with sound on



Objectives

Brand Awareness

Website Visits

Engagement

Video Views

Lead Generation

Website Conversions

Video Ads

Sophisticated metrics:

- Unique reach
- Share of voice
- Share of feed
- Audience penetration
- Top performing content
- Exposure to engagement
- Ownership of topic
- Brand sentiment
- Content marketing score

Competitor metrics:

- Ad Recall Lift
- Cost per estimated ad recall lift (people)

Sophisticated metrics:

- Unique reach
- Share of voice
- Share of feed
- Audience penetration
- Top performing content
- Exposure to engagement
- Ownership of topic
- Brand sentiment
- Content marketing score

Client provided metrics:

- Page lands
- Cost per page land

Competitor metrics:

- Unique Link Clicks
- Outbound to landing page Click
- Bounce rate
- Cost per Unique Click
- Cost per Outbound Click
- Unique CTR
- Unique Outbound Click CTR
- Time spent on landing page
- Cost per Landing Page View/Session
- Event responses

Sophisticated metrics:

- Unique reach
- Share of voice
- Share of feed
- Audience penetration
- Top performing content
- Exposure to engagement
- Ownership of topic
- Brand sentiment
- Content marketing score

Competitor metrics:

- Post saves
- Effect share
- Event responses

Sophisticated metrics:

- Unique reach
- Share of voice
- Share of feed
- Audience penetration
- Top performing content
- Exposure to engagement
- Ownership of topic
- Brand sentiment
- Content marketing score

Competitor metrics:

- Video Plays
- Unique 10 second video views
- Unique 2 sec continuous video views
- Unique 3 sec video views
- 10 sec video views
- Cost per Unique 10 sec video views
- Cost per unique 2 sec video views
- ThruPlays (Unique completions)
- Video Average watch time
- Cost per Thru Play

Sophisticated metrics:

- Cost per lead
- Top performing content
- Content marketing score

Client Provided Metrics:

- Quality of lead
- Marketing qualified leads
- Sales qualified leads
- Revenue generated
- Return on investment
- Cost per qualified lead

Competitor metrics:

- Leads per demographic
- Drop off rate (open but did not submit)
- Lead score
- Lead value
- People who opened and submitted the form
- Exposure to form opens
- Exposure to form submits

Sophisticated metrics:

- Cost per conversion
- Return on ad spend
- Top performing content
- Top performing
- Content marketing score
- Exposure to conversion



Objectives

Brand Awareness

Website Visits

Engagement

Video Views

Lead Generation

Website Conversions

Message Ads

Key metrics:

- Number of sends
- Open rate

Secondary Metrics:

- Number of opens
- Total clicks
- Click to open rate
- Cost per send
- Cost per open
- Button clicks
- Banner clicks
- Link clicks

Sophisticated metrics:

- Open
- Click to open rate (CTR)
- Sends

Key metrics:

- Number of clicks to landing page
- Click to open rate (CTR)

Secondary Metrics:

- Number of sends
- Number of opens
- Total clicks
- Open rate
- Cost per send
- Cost per open
- Button clicks
- Banner clicks
- Link clicks

Sophisticated metrics:

- Page lands/ conversions

Key metrics:

- Number of leads
- Lead form completion rate

Standard metrics:

- Lead form opens
- Number of sends
- Number of opens
- Total clicks
- Open rate
- Click to open rate
- Cost per send
- Cost per open
- Button clicks
- Banner clicks
- Link clicks

Sophisticated metrics:

- Cost per lead
- Content marketing score

Key metrics:

- Number of leads
- Lead form completion rate

Standard metrics:

- Number of sends
- Number of opens
- Total clicks
- Open rate
- Click to open rate
- Cost per send
- Cost per open
- Button clicks
- Banner clicks
- Link clicks

Sophisticated metrics:

- Cost per conversion
- Return on ad spend
- Content marketing score
- Exposure to conversion



Objectives

Brand Awareness



Website Visits



Engagement



Video Views



Lead Generation



Website Conversions

Message
Ads

Client provided metrics:

- Page lands
- Cost per page land

Competitor metrics:

- Time spent on landing page
- Cost per Landing Page View/Session
- Unique Link Clicks
- Outbound to landing page Click
- Bounce rate
- Cost per Unique Click
- Cost per Outbound Click
- Unique CTR
- Unique Outbound Click CTR
- Event reponses

Client provided metrics:

- Quality of lead
- Marketing qualified leads
- Sales qualified leads
- Revenue generated
- Return on investment
- Cost per qualified lead

Competitor metrics:

- Leads per demographic
- Drop off rate (open but did not submit)
- Lead score
- Lead value
- People who opened and submitted the form
- Exposure to form opens
- Exposure to form submits



Brand Awareness



Website Visits



Engagement



Video Views



Lead Generation



Website Conversions

Objectives

Dynamic Ads
Follower Ads

Key metrics:

- Number of followers acquired
- Click-through rate

Standard metrics:

- Impressions
- CPM
- Frequency
- Clicks
- Cost per click
- Other clicks

Sophisticated metrics:

- Follower growth
- Unique reach
- Top performing content

Competitor metrics:

- Time spent on landing page
- Cost per Landing Page View/Session
- Unique Link Clicks
- Outbound to landing page Click
- Bounce rate
- Cost per Unique Click
- Cost per Outbound Click
- Unique CTR
- Unique Outbound Click CTR



Objectives

Brand Awareness

Website Visits

Engagement

Video Views

Lead Generation

Website Conversions

Dynamic Ads
Spotlight Ads

Key metrics:

- Number of impressions
- Click-through rate

Standard metrics:

- CPM
- Frequency
- Clicks
- Cost per click

Sophisticated metrics:

- Unique Reach
- Top performing content

Competitor metrics:

- Time spent on landing page
- Cost per Landing Page View/Session
- Unique Link Clicks
- Outbound to landing page Click
- Bounce rate
- Cost per Unique Click
- Cost per Outbound Click
- Unique CTR
- Unique Outbound Click CTR

Key metrics:

- Number of clicks to landing page
- Click-through rate

Standard metrics:

- Frequency
- Clicks
- Cost per click

Sophisticated metrics:

- Unique reach
- Top performing content

Client provided metrics:

- Page lands
- Cost per page land

Competitor metrics:

- Time spent on landing page
- Cost per Landing Page View/Session
- Unique Link Clicks
- Outbound to landing page Click
- Bounce rate
- Cost per Unique Click
- Cost per Outbound Click
- Unique CTR
- Unique Outbound Click CTR
- Event reponses

Key metrics:

- Number of conversions
- Conversion rate

Standard metrics:

- Clicks
- Click-through rate
- Cost per click

Sophisticated metrics:

- Cost per conversion
- Return on ad spend
- Top performing content
- Content marketing score
- Exposure to conversion



Brand Awareness



Website Visits



Engagement



Video Views



Lead Generation



Website Conversions

Objectives

Dynamic Ads
Content Ads

Key metrics:

- Number of leads
- Lead form completion rate

Standard metrics:

- Clicks
- Click-through rate
- Lead form opens

Sophisticated metrics:

- Cost per lead
- Top performing content
- Content marketing score

Client provided metrics:

- Quality of lead
- Marketing qualified leads
- Sales qualified leads
- Revenue generated
- Return on investment
- Cost per qualified lead

Competitor metrics:

- Leads per demographic
- Drop off rate (open but did not submit)
- Lead score
- Lead value
- People who opened and submitted the form
- Exposure to form opens
- Exposure to form submits



Objectives

Brand Awareness

Website Visits

Engagement

Video Views

Lead Generation

Website Conversions

Text Ads

Key metrics:

- Number of impressions
- Click-through rate

Standard metrics:

- CPM
- Frequency
- Clicks
- Cost per click

Sophisticated metrics:

- Unique Reach
- Top performing content

Competitor metrics:

- Time spent on landing page
- Cost per Landing Page View/Session
- Unique Link Clicks
- Outbound to landing page Click
- Bounce rate
- Cost per Unique Click
- Cost per Outbound Click
- Unique CTR
- Unique Outbound Click CTR

Key metrics:

- Number of clicks to landing page
- Click-through rate

Standard metrics:

- Frequency
- Clicks
- Cost per click

Sophisticated metrics:

- Unique reach
- Top performing content

Competitor metrics:

- Time spent on landing page
- Cost per Landing Page View/Session
- Unique Link Clicks
- Outbound to landing page Click
- Bounce rate
- Cost per Unique Click
- Cost per Outbound Click
- Unique CTR
- Unique Outbound Click CTR
- Event responses

Key metrics:

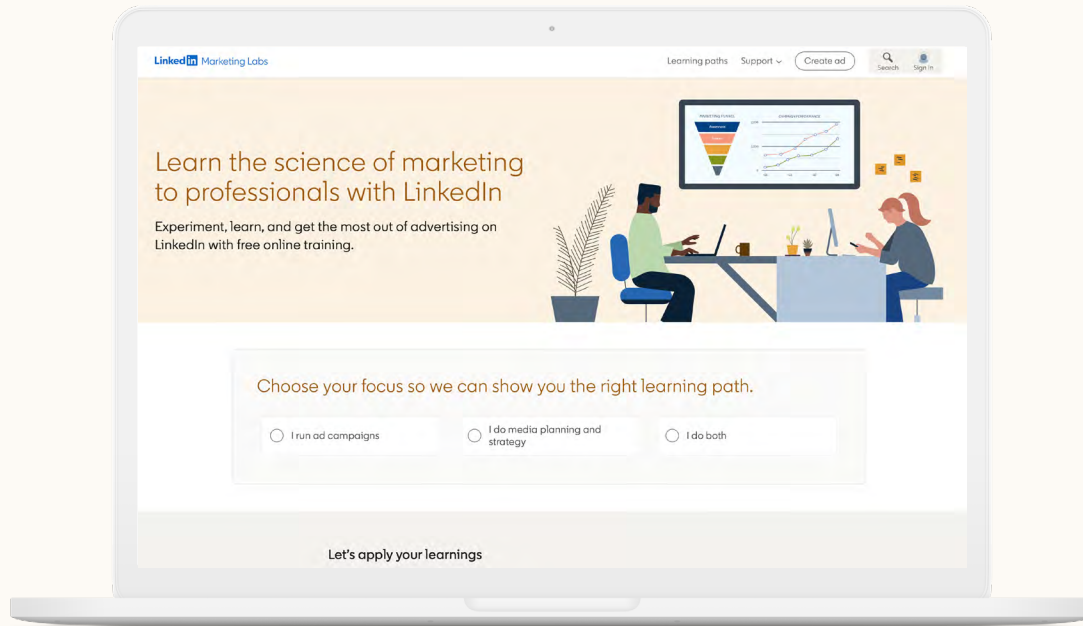
- Number of conversions
- Conversion rate

Standard metrics:

- Clicks
- Click-through rate
- Cost per click

Sophisticated metrics:

- Cost per conversion
- Return on ad spend
- Top performing content
- Content marketing score
- Exposure to conversion



LinkedIn Marketing Labs

Learn how to drive meaningful engagement with marketing professionals with our new learning center, LinkedIn Marketing Labs. →

About LinkedIn

LinkedIn operates the world's largest professional network on the Internet with more than 740 million members in over 200 countries and regions. This represents the largest group anywhere of influential, affluent, and educated people.

Relationships matter

With LinkedIn Marketing Solutions, brands build relationships with the world's professionals by using accurate targeting to deliver relevant content and communications. As today's connected professionals seek out ideas and insights from the people and brands they trust, marketers use LinkedIn to target advertising and publish relevant content in a professional context. Brands extend reach through the social sharing that occurs naturally on LinkedIn.

LinkedIn